

5 searching for said associated advertisement within said repository using said at least  
6 one keyword;  
7 identifying said associated advertisement from said repository having a word that  
8 matches said at least one keyword; and  
9 correlating said associated advertisement with user search result items.

1 2. (amended) The method of claim 1 further comprising providing said associated  
2 advertisement on demand by said user.

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*contid* 1 3. (amended) The method of claim 1 wherein said information repository is  
2 associated with an Internet server.

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1 6. (amended) The method of claim 1 further comprising designating said user  
2 search result items matched to said associated advertisements for subsequent selection  
3 by a user.

*a2* 1 7. (amended) The method of claim 6 further comprising first submitting a query to  
2 said information repository and obtaining said user search result items.

1 8. (amended) The method of claim 6 wherein designating said user search result  
2 items further comprises displaying a graphical user interface to said user.

1 9. (amended) The method of claim 6 wherein said associated advertisements  
2 comprise related product advertisements.

1 10. (amended) The method of claim 6 further comprising assigning a user identifier  
2 prior to matching said user search result items to said associated advertisements.

1 11. (amended) The method of claim 6 further comprising formatting said associated  
2 advertisements matched with said user search result items so designated, prior to  
3 displaying said related advertisements.

1 12. (amended) The method of claim 6 further comprising storing said associated  
2 advertisements using a URL as an identifier for each of said user search result items.

1 13. (amended) The method of claim 6 further comprising performing an off-line  
2 batch process for each of said user search result items, wherein said batch process  
3 identifies said associated advertisements for said search result items.

1 14. (amended) The method of claim 6 further comprising providing a true/false  
2 designator to a user, wherein said designator indicates whether said associated  
3 advertisements exist for said user search result items.

1 22. (amended) A program storage device readable by a machine, tangibly  
2 embodying a program of instructions executable by the machine to perform the method  
3 steps for targeting an associated advertisement from an Internet search having access to  
4 an information repository by a user, comprising:

5 producing at least one keyword from a search result of said Internet search by said

6 user;

7 searching for said associated advertisement within said repository using said at least

8 one keyword;

9 identifying said associated advertisement from said repository having a word that

10 matches said at least one keyword; and

11 correlating said associated advertisement with user search result items.

as  
cont'd

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23. (amended) The program storage device of claim 22 further comprising providing said associated advertisement on demand by said user.

32. (amended) A system for providing associated advertisements for search result items from an Internet search of an information repository, comprising:

a user/session manager means for maintaining and tracking search result items from user sessions, user queries, and advertisement requests;

a product database means for providing storage and retrieval for said associated advertisements;

a product matching manager means for analyzing said user sessions, said user queries, and said advertisement requests from said user/session manager and matching said associated advertisements from said product database corresponding to each of said search result items;

a request server means for displaying results from said search and displaying said associated advertisements from said product matching manager; and,

a product presentation manager means for referencing and retrieving said associated advertisements that correspond to each of said search result items, in said product database, and to formulate said associated advertisements into a list, and pass said list to said request server.

34. (amended) A computer program product for providing related advertisements for search result items from a search of an information repository, comprising:

a computer readable program code means for causing a computer to effect maintaining and tracking user sessions, user queries, and advertisement requests;

a computer readable program code means for causing a computer to effect providing storage and retrieval of said related advertisements;

7 a computer readable program code means for causing a computer to effect analyzing  
8 said search result items and matching said related advertisements corresponding  
9 to each of said search result items;

10 a computer readable program code means for causing a computer to effect  
11 displaying results from said search and displaying said related advertisements;  
12 and,

13 a computer readable program code means for causing a computer to effect  
14 referencing and retrieving said related advertisements corresponding to each of  
15 said search result items, formulating said related advertisements into a list, and  
16 presenting said list to a user.

as  
contd.  
1 35. (amended) A computer program product for selecting related advertisements for  
2 search result items from a search of an information repository, comprising:

3 a computer readable program code means for causing a computer to effect matching  
4 said search result items to said related advertisements;

5 a computer readable program code means for causing a computer to effect  
6 designating each of said search result items that have said related advertisements  
7 matched therewith;

8 a computer readable program code means for causing a computer to effect providing  
9 a corresponding graphical user interface for each of said search result items so  
10 designated for subsequent selection by a user;

11 a computer readable program code means for causing a computer to effect searching  
12 and retrieving said related advertisements for one of said search result items  
13 when said corresponding graphical user interface is selected by said user; and,

14 a computer readable program code means for causing a computer to effect  
15 formatting and displaying said related advertisements upon selection.

1 36. (amended) The computer program product of claim 35 further comprising

2 a computer readable program code means for causing a computer to effect  
3 submitting a query to said information repository; and,

4 a computer readable program code means for causing a computer to effect obtaining  
5 said search result items from said information repository.

1 37. (amended) The computer program product of claim 36 further comprising a  
2 computer readable program code means for causing a computer to effect assigning an  
3 identifier for said user when said query is submitted to said information repository.

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*as  
caused*